

Strategic Priority Advisory Committee

Meeting Minutes

November 7, 2018 – 5:30 p.m. to 7:30 p.m.
Room 212 2nd Floor Civic Centre, Chatham

In Attendance: Chair – Bob Dye, Don Shropshire, Charlene Wranich, Cl. Darrin Canniff
Regrets: Cl. Brock McGregor, Cl. Mark Authier, Cl. Carmen McGregor, James Snyder
Staff Support: Karen Loney

MINUTES

1. Call to Order

Completed.

2. Approval of Minutes

Moved by Charlene, seconded by Bob.

3. Chairperson Reflections and Remarks

Reviewed a snapshot of the work that occurred from 2014-2018 which included:

- Community Engagement and Report to Council on key strategic issues
- Support for Council Strategy session
- Support on internal municipal working group and EMT on development of a strategic plan
- Monitoring market intelligence through venues such as news, Council meetings, social media, provincial, national trends, networks
- Created and approved by Council the 'Strategy Framework for the new CK Plan
- Developed the key strategy implementation approach for the CK Plan
- Participated in information and education sessions
- Liaison and/or represented SPAC with other committees such as the CK Community Leaders' Cabinet
- Provided feedback on CK Vision
- Supported communication on the CK Plan
- Refocused the committee role from Strategic Priority Advisory Committee to CK Plan 2035 Advisory Committee

Chairperson Bob Dye thanked the committee.

Reviewed how strategic planning is done periodically but strategic thinking should be done continuously.

4. Discussion of Committee's Role

New terms of reference state:

Within the context, that Council is responsible to establish and maintain a dynamic strategic plan, the role of the committee is to:

- Identify opportunities to advance the CK Plan 2035
- Advocate for, and support strategic thinking
- Monitor strategic progress
- Assist with community awareness of the CK Plan 2035

Discussion:

- Groups can act as a steering committee to provide advice and be a sounding board for things that are developing such as; community awareness, CK Plan tactical actions
- Would like the group to help facilitate goals and targets
- A venue for engagement and capturing ideas
- See committee as really dynamic

- Would like to see a higher profile of Council to think strategically; to help with major improvements for the community - help Council to plan for the future
- Separate out strategic planning versus strategic thinking. Strategic planning can be once per year but strategic thinking and focusing on strategic issues need to be built into process.
- Focus on the large issues that need to be in front of Council
- Have an opportunity to enhance the work of Council – to engage Council in supporting the monitoring and measuring
- Use the committee to be an initial filter for new ideas; use questions to vet:
 - How does it fit? Does it have impact? Is it strategic progress?
 - Would this provide value to Council and/or administration?
- With the Councillors engaged in the community during the election process a lot of feedback has been given, how does this feedback get captured?
 - Should capture feedback to see if the critical issues have changed
- Need tactics/action and targets within the CK Plan. This will help people get excited.
- Need to have a process to balance the good ideas, distill what needs to be done to move the strategic issues forward; needs to be tied to the resources that can do the work (linking to budget requests)
- Committee can foster ideas and be an incubator
- How do ideas work in terms of priorities?
 - Generate an ideas – pass to staff
- How do we get our community involved?
 - Connect to networks to help foster ideas
 - Committee could go to the community and ask local communities what they want to look like in 20 years
- Committee has dual roles
 - Listen to community – take the meeting to various locations and ask them what they want
- There is value in doing an election exit interview to capture feedback and key messages received
 - Don has talked to Amy about this;
 - Where they are from, what they heard and how often they heard it
- Who is going to coordinate the information gathering both on-going and now?

ACTION: Karen/Amy to develop a process to capture information from Councillors similar to an exit interview and Darrin to pilot test it

- What is the best way to do this; Darrin is connecting with each Councillor now
 - What is the committee and/or administration going to do with this in the end:
 - The group would start to flesh out the strategic item and help identify ownership of the ideas
 - Develop a briefing note template
- Example – problems with gravel road in Rural Kent; how do we make an items to find a way to be strategically look at it? Plus find a better way to communicate the knowledge and resources.
 - SPAC can review and create a summary of what is occurring
 - If it is not a strategic items it could be assigned to other committee of councils like the infrastructure committee
- A void in our community is communications, to share processes and what is occurring and why; example, bridge - yearly safety checks, found stress fracture, concerned about safety, etc.
- A void in communication is also not promoting challenges in a positive light. Facts are power.
- Discussed composition of new committee:
 - Why the composition of four community and four Councillors?
 - To make workgroup manageable, to create the framework?
 - This would be the core group and others can attend and be engaged in workgroups
- Cl. Canniff proposed that each meeting, have a strategic question of the day to generate ideas? Such as - how can Council work more as a team?

5. Moving Forward

The following framework was proposed for moving forward:

- Data collection of ideas – Market Intelligence
 - Ask Council what was learned through the campaign
 - Other sources – have a question of the day to capture feedback
 - Market intelligence
 - Best and promising practices and/or examples from other communities
- Group into framework
 - Distill feedback/ideas into categories
- Analyze (validate)
 - Is this work occurring; by whom and what is the status, investigate idea as an option for moving forward
- Action discussion
 - How can we move this forward?
 - Other ideas?
 - What else has been missed?
 - Execution Planning
- Evaluation
 - How did the process work?
 - What is the measurements of success?

6. Closing

Charlene moved to close the meeting.